

IN THE CLAIMS:

1. (Canceled)

2. (Currently Amended) The method of claim ~~1~~ 5, wherein the permanent non-paper announcement item is a beach towel including the Internet site address.

3-4. (Canceled)

5. (Currently Amended) ~~The~~ A method of promoting a new musical theater show
~~claim 4, comprising:~~
for a to-be-promoted new musical theater show, establishing an Internet site
relating to the show;
after posting the site, distributing a permanent non-paper announcement
item for the site;
 wherein the site includes a ticket purchasing feature for the new musical theater
show work.

6-7. (Canceled)

8. (Currently Amended) ~~The~~ A method of promoting a theater show ~~claim 2,~~
~~comprising:~~
for a to-be-promoted theater show, establishing an Internet site relating to
the show;
after posting the site, distributing a beach towel wherein the Internet site
 address is embroidered onto the towel.

9. (Currently Amended) The method of claim ~~1~~ 8, wherein the site includes at least one musical sample clip of a tune from the show.

10-15. (Canceled)

16. (Currently Amended) The beach towel of claim ~~14~~ 18, wherein the name is embroidered.

1 17. (Currently Amended) The beach towel of claim ~~15~~ 18, wherein the Internet
2 website includes at least one song clip of a tune from the show.

1 18. (Currently Amended) ~~The~~ A promotional beach towel ~~of claim 15~~, wherein the
2 beach towel includes an Internet domain name relating to a theater show, wherein
3 the domain name is for an Internet website on which appears content relating to the
4 theater show and the Internet website includes a ticket purchasing feature.

19-22. (Canceled)

1 23. (Currently Amended) The method of claim ~~1~~ 5, wherein the permanent non-
2 paper announcement item is selected from the group consisting of a beach towel, a
3 ceramic mug, luggage, an article of clothing, jewelry, an accessory and sunglasses.